

Abstract of the Disclosure

A display support for releasably and rigidly holding a flat display includes a base frame member, first and second side frame members extending upwardly from opposing ends of the base frame member, the side frame members and base frame member each having a "U" shaped channel formed therein, the channel in the first side frame member facing the channel in the second side frame member and the channel in the base frame member facing upwardly to form a continuous channel whereby the display slides into and is supported by the channel within the frame members, and support means for mounting the frame members on a supporting structure. The supporting structure can be an automobile towing hitch, trunk lid as well as building surfaces, poles, and wires.